



The CIO Initiative®

ADVANCING THE CIO ROLE AS A BUSINESS LEADER

2023 CIO INITIATIVE SUMMIT

Chattanooga, TN

Wednesday – October 4th, 2023
5:00 PM - 8:00 PM

Thursday – October 5th, 2023
8:00 AM - 9:00 PM

WHO WE ARE: The CIO Initiative offers forward-thinking C-level executives an intimate setting of focused educational sessions and networking opportunities where top executives can engage with each other, discussing issues that directly impact them in their role.

THE SUMMIT: The Summit is an annual invitation-only event where CIO's from across the country come to share, learn, network with peers, and discuss emerging industry trends. This event is unique in several ways. The agenda is customized and collaboratively developed based on attendee input.

ATTENDEES: Attendees and speakers are all technology executives ranging from large Fortune 1000 organizations to mid-size companies across a range of industries. The diversity of experience drives an interactive Socratic dialogue where interaction is encouraged and fostered.

AGENDA: The agenda is carefully curated so there's no fluff. Initiative program leaders create an atmosphere where real-world, mission-critical issues facing the office of the CIO are examined and questioned. It is common for Summit Alumni to continue to interact and have ongoing dialogue long after the Summit is over; building long-standing peer relationships.

SPONSORSHIP: Event sponsorship is limited to allow you to have one on one conversations with CIO's that otherwise you are unlikely to have and is expensive to get via traditional conference attendance or lead generation. While selling is discouraged at the event itself, past sponsors have reaped business development rewards as a direct result of their exposure to these top decision-makers.



The CIO Initiative Summit has attracted top technology executives and CIOs from a diverse range of esteemed organizations. Here are just a few of the companies whose representatives have participated in previous summits:

- AIG
- Borg Warner
- Cancer Treatment Centers of America
- Change Healthcare
- Chromalox
- City of Baltimore
- City Of Durham
- EBSCO
- Elanco
- Freds
- Hayward Holdings
- HCA
- Hertz
- HSBC
- Ingram Content
- J. Jill
- Materion
- Modern Technology Solutions, Inc.
- National Healthcare Corporation
- Okta
- Orbia
- Penn State University
- Pepsi
- Seadrill
- Tivity Health
- United States
- US Dept of Veteran Affairs
- Walgreens Boots Alliance
- Wyndham Hotel Group

Please note that this is just a snapshot of the organizations that have been represented at the CIO Initiative Summit. Each year, our summit attracts a diverse range of technology leaders from various industries, fostering a vibrant and interactive environment for learning and networking.

BENEFITS OF SPONSORSHIP



Here are six reasons why your company would benefit from sponsoring the CIO Initiative Summit in Chattanooga this year:

UNPARALLELED ACCESS TO DECISION-MAKERS: The summit brings together CIOs and technology executives from Fortune 1000 organizations and mid-size companies across various industries. Sponsoring the event provides your company with direct access to these top decision-makers, allowing you to engage in one-on-one conversations that are typically challenging to achieve through traditional conference attendance or lead-generation methods.

EXCLUSIVE NETWORKING OPPORTUNITIES: The summit fosters an interactive and collaborative environment, encouraging dialogue and networking among attendees. As a sponsor, you'll have the chance to forge valuable connections and build relationships with CIOs, opening doors for potential partnerships, collaborations, and business development opportunities.

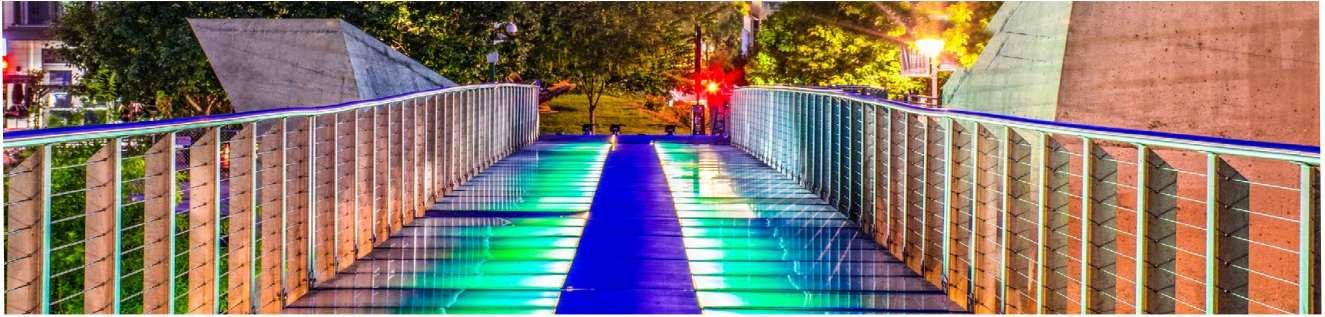
ENHANCED BRAND EXPOSURE: By sponsoring the event, your company will receive prominent brand visibility. Your logo and company description will be featured in the summit program, including the mobile app, and displayed on signage throughout the event. This exposure helps to increase brand recognition among industry leaders and peers.

THOUGHT LEADERSHIP PLATFORM: As a sponsor, you can establish your company as a thought leader in the industry. With the opportunity to attend and participate in all sessions, you can share insights, expertise, and perspectives on mission-critical issues facing CIOs. This positions your company as a trusted authority and can contribute to its reputation and credibility.

TAILORED SPONSORSHIP PACKAGES: The CIO Initiative Summit offers customizable sponsorship packages to cater to your company's specific needs and goals. You can select the sponsorship option that aligns best with your objectives, whether it's the cocktail social and fireside chat or the dinner event. This flexibility ensures that your sponsorship investment delivers maximum value.

TANGIBLE BENEFITS: Apart from the intangible benefits of networking and thought leadership, sponsoring the summit provides tangible perks. Your company can have representatives attend the event, giving them full access to all sessions. Additionally, you'll have 5-10 minutes to introduce your organization to the audience, allowing you to make a memorable impression and showcase your unique value proposition.

SPONSORSHIP OPPORTUNITIES



As a sponsor, you will gain exclusive access to influential decision-makers, enhance your brand's visibility, and contribute to the advancement of the CIO role as a business leader. We offer several sponsorship opportunities tailored to meet your specific needs.

COCKTAIL SOCIAL AND FIRESIDE CHAT:

- Sponsorship Cost: \$18,000
- Date and Time: Wednesday, October 4th, 2023, 5:00 PM - 8:00 PM

BENEFITS:

- **Prominent Brand Exposure:** Showcase your brand to a select audience during the cocktail social and fireside chat, capturing their attention and leaving a lasting impression.
- **Networking Opportunities:** Engage in one-on-one conversations with influential CIOs and technology executives, fostering valuable connections and potential business development opportunities.
- **Thought Leadership Positioning:** Introduce your organization to the audience, seizing the opportunity to share insights, expertise, and perspectives at the beginning of the fireside chat.
- **Attendees:** Two company representatives allowed.

DINNER EVENT:

- Sponsorship Cost: \$18,000
- Date and Time: Thursday, October 5th, 2023, 8:00 AM - 9:00 PM

BENEFITS:

- **Enhanced Brand Exposure:** Make a lasting impact by having your brand prominently displayed during the dinner event, ensuring visibility among esteemed attendees, and having the last word at the Summit.
- **Networking Opportunities:** Connect with decision-makers in a relaxed and interactive setting, building meaningful relationships and exploring potential collaborations.
- **Thought Leadership Positioning:** Deliver a brief introduction to your organization at the beginning of the dinner event, establishing your company as a thought leader among industry peers.
- **Attendees:** Two company representatives allowed.

ALTERNATE SPONSORSHIP OPPORTUNITIES



SHARED SPONSORSHIP OPPORTUNITY: Alternatively, you have the option to share the sponsorship of either the Cocktail Social or the Dinner Event. Two different sponsors can join forces for a reduced rate, splitting the benefits and costs of the chosen event.

- Sponsorship Cost: \$10,000
- Attendees: One company representative is allowed.

TITLE SPONSORSHIP - ENTIRE SUMMIT: For maximum exposure and engagement, become the Title Sponsor and be the sole sponsor of Chattanooga CIO Initiative Summit. By selecting this option, you will receive all the benefits of sponsoring both the Dinner Event and the Cocktail Social, in addition to being recognized as the Title Sponsor.

- Sponsorship Cost: \$38,000
- Attendees: Three company representatives allowed.

Secure Your Sponsorship. Don't miss out on this exceptional opportunity to sponsor the CIO Initiative Summit and gain unparalleled access to top decision-makers, thought leadership positioning, and brand exposure. Contact us today to secure your sponsorship package and discuss the options that best align with your goals.

ENGAGE WITH US

Please contact Mark Blanke, Chairman of the CIO Initiative for further details.